



# StratComm 2017

The Strategic Corporate  
Communications & PR Summit

4<sup>th</sup> - 5<sup>th</sup> July 2017, Holiday Inn Mumbai International Airport

Understanding the dynamic role of corporate communications in building, managing and sustaining your brand's reputation in an ever-evolving competitive landscape.

## OVERVIEW

Communication has an imperative role to play in the corporate world. With the increase in complexities of activities in modern business and the technological advancement, its importance is increasing day by day. The PR industry, grew by 19% this year as compared with 13% last year, is on a strong growth trajectory and it is expected to nearly double in size from 1,120 crore rupees in FY 2016 to Rs. 2,100 crores by FY 2020. With the evolution of Corporate Communications, it has become imperative to brace ourselves to cope up with the radical and revolutionary changes which are happening at a breakneck speed.

**Inventicon's StratComm 2017- The Strategic Corporate Communications & PR Summit** aims at gathering the trend setters and influencers from the communications forte, providing them the platform to discuss the future of communications which is undeniably challenging. While it is still tough to measure the efficacy of corporate communications, the new tools in social media management, media mapping, reputation management, and the impact of digitalization on PR will be the major focus for the 2 days conference.

## Esteemed Speaker Panel



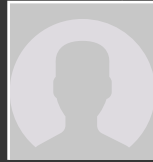
**Farheen Akhtar**  
Head of  
Corporate  
Communications,  
Myntra



**Girish J Kalra**  
Vice President –  
Marketing and  
Corporate  
Communication,  
ICICI Lombard  
General Insurance  
Company Limited



**Michelle D'souza**  
Vice President -  
Corporate  
Communications,  
United Spirits Ltd.



**Minari Shah**  
Director PR,  
Amazon India



**Nitin Thakur**  
Director  
Brand &  
Communications,  
Max Group



**Rakhee Lalvani**  
Director PR,  
Taj Hotels  
Resorts &  
Palaces



**Roma Balwani**  
President,  
Group  
Communications,  
Sustainable  
Development,  
Vedanta Limited



**Sanjay Khajuria**  
Senior Vice  
President-  
Corporate  
Affairs,  
Nestle India



**Shalini Singh**  
Head Corporate  
Communications,  
Tata Power



**Sudeep Bhalla**  
Vice President  
Corporate  
Communication  
& Sustainability,  
Vodafone India Ltd



**Sujit Patil**  
Vice President  
and Head Corporate  
Communications,  
Godrej Industries  
Limited and  
Associate Companies



**Suresh  
Vaidyanathan**  
Director  
Corporate  
Communications,  
Mobikwik



**Vishwakumar  
Menon**  
Vice President  
Corporate  
Communications,  
Suzlon Group

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